



**DOUGLAS COUNTY FAIR BOARD  
THURSDAY, OCTOBER 20TH, 2022  
EVENTS CENTER CONFERENCE ROOMS  
MINUTES**

The Douglas County Fair Board meeting was called to order at 6:30pm on October 20th, 2022, by Dean Elliott -Chairperson. The meeting was held in Event Center Conference Room. The Pledge of Allegiance was recited.

**Board Members Present:**

*John Adams  
Dean Elliott  
Sarah Fischer  
Tom Harris  
Wesley Jacobs  
Phil Riesselman  
Pat Salazar  
Hayden Schmidt  
Craig Sloan  
Pam Spradlin  
Lora Talbert  
Rob Tkach  
Pat Candelaria  
Scott Candelaria  
Debbie Mills  
Ben Alderton*

**Associate Members Present:**

*Gary Turner  
Lisa Turner  
Kyle Moore  
Nick Candelaria  
Scott McHenry*

**Staff Members Present:**

*Michelle Bartlett  
Mercedes Glenn  
Tim Hallmark  
Tori Thelen  
Stefanie Hawkins*

**Other Guests Present:**

*Brayden Sawyer  
Tori Checkal*

**Board Members Absent:**

*Gabriel Ryan  
Arlie Gordon  
Jennifer Foss*

**Associate Members Absent:**

*Monty Anderson  
Barry Borges  
Matt Coyle  
Deb Dilley  
John Holst  
Chayce Lutz  
Laura Martin  
Jessica Smith  
Todd Spencer  
John Woodrick  
Philip Woodrick  
Jean Sabulsky  
Dick Sabulsky  
Patti Russell*

**Staff Members Absent:**

*Guinevere Nelson  
Sonia Ormsbee  
John Murgel  
Luanne Lee  
Clay Gysin  
Laurie Anderson*



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**6:30 PM CALL TO ORDER, PLEDGE OF ALLEGIANCE**

**Public Meeting**

**Public Comment-** Brayden representing the youth counsel for 4-H requested the barns be closed to the public for 1-2 hours prior to the animals being loaded to leave. 4-H children desire to spend time with their animals and it is an emotional time for them. Brayden requested 4-H check-in time to be earlier for more time to prepare for the shows.

**Approval of Last Meeting Minutes-** Hayden motioned. Phil seconded.

**Treasurer's Report-** Wes discussed 2022 Fair revenue and spending. There may be a few minor revenues and expenses to come.

**2022 Fair Budget Recap**

**Consent Agenda**

**Executive**

-Committee discussed budgeted items which will be presented to the Fair Foundation

**Entertainment**

-No October Entertainment Meeting

**Guest Services**

-No October Guest Services Meeting

**Livestock Sale**

-No October Livestock Meeting

**Administration**

-The Committee discussed December 15<sup>th</sup> holiday party planning, here the committee will begin the process for jackets and shirt ordering

-The Committee will be reaching out to 4H and Open Class for interest in volunteers for Photographers for the Fair

**Marketing**

-The Committee discussed advertising opportunities for Creative Arts Department

-Committee discussed the look for 2023 advertising and getting a meeting scheduled with the graphic designer

- Committee discussed ticket prices and other events that could be brought to the Fair in addition to Farm to Table
- Committee discussed a better way to track sponsor commitments and payments for 2023

### **Rodeo**

- The Committee recommends renewing the following vendors for 2023: Littleton Equine Medical Center, Summit Pro Rodeo, Reata Creek, XT Cattle Company, Shamrock Livestock, and Payson Peterson.
- The Committee recommends the following changes for the Hometown Rodeo:
  - o Changing the rules for the Cow Hide Race
  - o Raising the 20 & Over entry fees from \$20 to \$30
  - o Raising the Open Team Roping entry fees from \$40 to \$60
  - o Looking into doing online entries and only taking entries on Monday & Tuesday
- The Committee recommends John Adams for Committee Chair
- The Committee recommends the following individuals to be approved as Associate Members of the Board under the Rodeo Committee: Deb Dilley, Laura Martin, Chayce Lutz, Matt Coyle, and Josiah Fredericks
- Douglas County Fair & Rodeo is nominated for the following awards at the Mountain States Circuit Finals: Most Improved Rodeo, Best Ground and Best Large Rodeo

### **Show Management**

- The Committee did a recap of the September individual Superintendent meetings
- Superintendent Applications and Rule Changes are due by the November meeting
- Competition Rule changes are due by October 24
- The Committee recommends Hayden Schmidt and Rob Tkach as Committee Co-Chairs

### **Reports from other groups**

#### **4-H Youth/Leaders Council**

- Tori discussed recent camp for 4-H youth. The kids focused on mental health, inclusion, bowling and enjoyed team pumpkin carving. Tori reported it was a positive experience for all.

#### **FFA**

- Note from Bailey Fischer read by Hayden. FFA to attend National Convention on 10/25/2022. FFA looking forward to new experience and to gain leadership skills and meet other people in the organization to share experiences. Sarah discussed the FFA placed 6<sup>th</sup> overall in recent competition.

### **Fair Foundation**

- Ghost Town Hoedown Event is 10/22 in the Events Center. Debbie is setting up for the event and there is an ongoing buy one get one ticket special.

Discussion on how to reach more attendees. Debbie expressed appreciation for those who helped put posters up to advertise for the fundraiser. Debbie requested wine and whiskey donations for the event. Director participation is encouraged.

## **Regular Agenda**

### **Staff Report-**

- Introduction of new staff members, event coordinator, Tori Thelen, and 4-H Animal and Equine Science Agent, Mercedes Glenn.
  - Tim discussed the planning project soon being presented to the commissioners to approve or deny.
  - Michelle discussed closing out the details for Fair 2022 as the County plans for 2023.

### **Old Business**

- No old business discussed

### **2022 Fair Debrief**

- Positive feedback for Fair 2022 and well received commissioner's support
- Attendees from the Iowa State Fair were pleased and impressed by the Fair's handling of animals and maintenance of the grounds.
- Discussion to incorporate text updates to directors on daily fair activities and updates
- Concern closing and releasing on Sunday. Fair is advertised to 4:00pm but problems arose while trying to tear down. Discussion of changing the agenda for the final Sunday of fair.
- Discussion of scanner issues during fair due to heat and solutions for next year.
- Discussion of engaging with volunteers year-round to maintain relationships and encourage long term commitment.
- WiFi coverage were resolved leading up to fair 2022 and the coverage area expanded to the grandstands. Final phase is ongoing and will improve coverage in pavilion.
- Discussion of the lack of signage for marketplace and open class. Creative arts requested improved signage for first impression and to encourage more conversation and growth.
- Public unaware of marketplace due to new entry point. Mixed feelings regarding new entrance location due to security concerns and attendees missing marketplace altogether.
- Lengthy discussion of the process for shutting down barns and releasing animals. Suggestion to close barns to public by noon or earlier arrival of animals to allow for extra weekend with animals in the barn. Board to further discuss process.

Closing barns earlier will allow for the release to trickle out resulting in better efficiency. Hayden notified all the importance of staying on schedule for the release of sale and market animals. Superintendents felt the process was difficult and unorganized.

- Discussion for workday lunch to be revamped and suggestion to make it a brunch or breakfast in Kirk Hall to encourage more gathering. Hayden and others posed an issue with the kids having responsibilities and work to do. Having a heavy meal prior to the work is not ideal for the kids and they are ready to go after the work is complete. Suggestion for the workday breakfast to be a grab and go.
- Discussion of director visibility within Fair & Rodeo events. Dean encourages for the directors to be mingling and having conversation.
- Fair entry software discussion. Request for more live training and mock sales to build confidence for user.
- Concern for ADA/wheelchair seats being sold to attendees without need for Josh Turner concert. Tim suggested a conversation with Ticketmaster to clarify ADA seating for purchasers.

#### **New Business**

- Cricket races discussion for 2023. Mercedes from 4-H to bring discussion to youth and leaders counsel to possibly take on event.

#### **Confirm Committee meeting days and Coordinator assignments**

- Committee meeting schedule discussed. Tori to be the liaison for marketing and guest services. Stephanie to be the liaison for entertainment, admin and livestock and Michelle to be the liaison for rodeo and show management. Committee meeting schedule printed and handed out to Fair Board.

#### **Vote on Committee Chair positions**

- Marketing Chair- Debbie
- Rodeo Chair- John Adams
- Guest Services Chair- to be determined
- Show Management Chair- Hayden Vice-Chair- Rob
- Entertainment Chair-Sarah
- Livestock Chair- Phil
- Administrative Chair- Laura

#### **Other Business**

- Wes discussed Fair Foundation monies and wanting to define funding in books for Fair spending. With the Fair Foundation being a 501 © the books need to be well organized, and spending defined. The following fair items were recommended to be funded by the Fair Foundation: Pancake breakfast, entertainment, Miller, interpreting services, Souvenir program and Guest Services totaling approximately \$70,000.

- Discussion of interpreting services and the importance of diversity and equality for CSU (4-H families). All families will have reasonable accommodations if requested for all 4-H events.
- Farm to Table funds discussion occurred. Tim notified the Fair Board that the ticket sales revenue was given to the Fair Foundation to save and disburse for the planning and execution of the 2023 Farm to Table event. Entertainment committee stated they should not have to budget money for the event if paid for by the Fair Foundation.

**Director Comments****Adjournment****Next Meeting: November 17, 2022**

**Rules for Citizen Engagement at Fair Board Meeting**

In order to have orderly, efficient, civil, and productive board meetings, the following rules apply to all citizens that have a desire to address the Board:

1. Citizen comments will be heard during the public comment section at the board meeting.
  2. All citizen comments must be addressed to the Board. Directing comments to staff or other members of the public is not permitted during Board meetings.
  3. Public comment section is limited to ten minutes collectively.
  4. Citizens are asked not to repeat comments made by others; merely indicate their concurrence.
  5. Citizens will be asked to use a microphone so that Board members and the audience can hear their comments.
  6. Clapping, cheering, booing and the like are not permitted at Board meetings.
  7. Failure to abide by the aforementioned rules of engagement is considered disruptive to the public process and will result in a warning to the violation citizen(s) by the Board Chair. If after that warning the citizen(s) continues to violate these rules, they will be asked to leave the meeting. If the citizen does not leave the meeting when asked, the appropriate steps will be taken by the Board Chair to have them removed from the meeting.
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**Mission Statement:** The Douglas County Fair and Rodeo is the premier annual community event in Douglas County bringing together the best of Rural Heritage, Agriculture, Western Sports, Youth and Adult Exhibits and quality Entertainment.